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## Weeknights 6:00 & 10:00

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## The 38 The Spot Deal of the Week

More companies are looking for opportunities to set them apart from competitors and to spread their message throughout Kansas City.

Join the sponsors of The 38 The Spot - Deal of the Week. Below are the current specials of the organizations taking part in the Deal of the Week program.

Current 38 The Spot Deals of the Week include:  
Click on sponsor's name to visit their web site

[Chad Franklin Suzuki | 877-666-6170](#)

Choose a different brand new suzuki...every year...year after year...and never make a single car payment...for the rest of your life! Find out how at Chad Franklin Suzuki in Kansas City, Kansas

DISCLAIMER: On select new vehicles and cannot be combined. Based on Smart Buy program with tier 9 or 10 credit through A.S.F.S. Plus tax, tag and title. Dealer retains all rebates and makes payments for one year and takes vehicle back on trade based on NADA loan value less excessive wear, damage and/or mileage.

If you're interested in finding out how your business can benefit from being involved with The 38 The Spot - Deal of the Week, click here.

[CLICK BELOW FOR VIDEO](#)

**Weeknights  
at 11:30 & 12:00**



**Weeknights at 6:00 & 10:00**

[The 38 Sports Spot](#)

**Question of the Week:** Which player should represent the Royals in the All-Star game?

- John Buck
- Mark Teahen
- Gil Meche
- Tony Pena Jr.
- David DeJesus

[Vote](#)

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Comparison Shop for **Outdoor Gear** and **Wedding Rings** at [Shopzilla](#) & [BizRate](#)  
[uSwitch.com](#) compares gas & electricity, home phone, mobile phones, broadband, credit cards, loans and car insurance

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# CHRISTOPHER AD GROUP

ADVERTISING & MARKETING

PLAINTIFF'S  
EXHIBIT

CLIENT: CHAD FRANKLIN SUZUKI

LENGTH: RADIO 60

## "LIMITED MILES 85"

### VOICEDOVER:

THIS REVOLUTIONARY NEW TEST MARKET OFFER IS AVAILABLE FOR ONLY "85"  
MORE KANSAS AND MISSOURI RESIDENTS...AND WILL NOT BE REPEATED.  
(START CLINICAL SOUNDING MUSIC)

### INFORMATIONAL TONE)

IF YOU WOULD LIKE TO BE PART OF AN ENVIRONMENTAL TEST MARKET OFFER..  
ARE WILLING TO DRIVE NO MORE THAN 15,000 MILES PER YEAR...AND DESIRE TO  
OWN A BRAND NEW VEHICLE FOR ONLY \$43 A MONTH...THIS MESSAGE IS FOR YOU!

BASED ON A GROWING NATIONWIDE CONCERN OVER PEOPLE'S DRIVING HABITS  
AND EXCESSIVE GASOLINE CONSUMPTION..CHAD FRANKLIN SUZUKI..PROVIDES A  
3 OR 4 YEAR TEST MARKET OFFER...WHERE YOU CAN "OWN" A BRAND NEW  
SUZUKI...WITH AN INITIAL DOWN PAYMENT OF ZERO AND A MONTHLY PAYMENT OF  
ONLY \$43 A MONTH...AND GASOLINE WILL BE PROVIDED AT NO EXTRA CHARGE.

DURING THE SUZUKI SUMMER SELL-DOWN..GET THE ALL NEW SUZUKI XL7 CROSSOVER..  
WITH A POWERFUL 252 HORSEPOWER V-6 ENGINE...WHICH HAS MORE HORSEPOWER  
THAN HIGHLANDER OR SANTA FE..MORE LEGROOM AND HEADROOM THAN  
HIGHLANDER...AND..BETTER GAS MILEAGE THAN PATHFINDER OR 4RUNNER!

THE ALL NEW SUZUKI XL7 ALSO HAS AVAILABLE 7 PASSENGER SEATING..  
ALL WHEEL DRIVE..A DVD ENTERTAINMENT SYSTEM AND NAVIGATION SYSTEM.

THERE'S TONS OF NEW SUZUKI GRAND VITARAS AND FORENZAS TOO..AND EVERY  
NEW SUZUKI COMES WITH AMERICA'S #1 WARRANTY..A 7 YEAR/100,000 MILE  
WARRANTY TO KEEP YOU COVERED!

NOW THRU MONDAY..GO TO CHAD FRANKLIN SUZUKI..AT 6601 STATE AVENUE IN  
KANSAS CITY, KANSAS..OR RIGHT NOW CALL 1-888-7-SUZUKI SUZUKI..WAY OF LIFE!

**DISCLAIMER:** ON SELECT VEHICLES AND SUBJECT TO LENDER'S FINAL  
APPROVAL. INITIAL PAYMENTS AND AMOUNT OF GAS FOR UP TO THE FIRST  
8 MONTHS AND THEN TO REGULAR PAYMENT THEREAFTER. DEALER RETAINS  
ALL REBATES. SEE DEALER FOR DETAILS.

This announcement was broadcast 85 times as entered in the station's  
program log. The times this announcement was broadcast were billed  
to this station's client on our invoice numbered 47529 and  
dated 9/6/07.

\$ 185<sup>00</sup> each for 33 announcement for a total of \$ 6105<sup>00</sup>  
\$ 40<sup>00</sup> each for 16 announcement for a total of \$ 960<sup>00</sup>  
\$ 20<sup>00</sup> each for 8 announcement for a total of \$ 160<sup>00</sup>  
\$ 5<sup>00</sup> each for 28 announcement for a total of \$ 140<sup>00</sup>  
\$ \_\_\_\_\_ each for \_\_\_\_\_ announcement for a total of \$ \_\_\_\_\_  
\$ \_\_\_\_\_ each for \_\_\_\_\_ announcement for a total of \$ \_\_\_\_\_  
\$ \_\_\_\_\_ each for \_\_\_\_\_ announcement for a total of \$ \_\_\_\_\_  
Total \$ 7365<sup>00</sup>

*Maria Zirkle, Carla Meyers*  
Notary Signature & Seal      Signature of Station Official      KMKV  
Signature of Station Official

80 PONCE DE LEON • SUITE 470 • CORAL GABLES, FLORIDA 33146

MARIA J. ZIRKLE  
Notary Public-Notary Seal  
STATE OF MISSOURI  
Lafayette County  
My Commission Expires May 2, 2010  
Commission # 06462408

CFS 00444